

Links Between Overall Satisfaction and Individual Factors

Staff observed the following factors impacting member overall plan satisfaction for Blue Shield, WHA and PERS Choice:

- Change in membership,
- Decrease in respondent average number of years in a plan, and
- Decrease in physician stability as measured by the percent of respondents with the same physician since joining the plan.

Following is a plan list, linking the above factors to fluctuations in member overall plan satisfaction.

Basic Plan Blue Shield 2003:

- Membership increased by over 300 percent.
- Average length of enrollment in plan decreased from 4.7 years in 2002, to 2 years in 2003.
- Physician stability¹ was low at 52 percent (staff were unable to establish a decrease because this measure was new in 2003).
- Overall member satisfaction decreased from 57 percent in 2002, to 50 percent in 2003.
- Overall member satisfaction increased to 59 percent in 2004, surpassing the 2002 member satisfaction rating.

Basic Plan Blue Shield 2005:

- Membership decreased by over 10 percent.
- Physician stability dropped to 49 percent, from a high of 62 percent in 2004.
- Overall member satisfaction decreased from 59 percent in 2004, to 56 percent in 2005.
- Overall member satisfaction increased to 63 percent in 2006, surpassing the 2005 member satisfaction rating.

Basic Plan Western Health Advantage 2006:

- Membership peaked at over 19,000 members.
- Average length of enrollment in plan decreased from 3.2 years in 2005, to 2.9 years in 2006.
- Physician stability dropped to 38 percent, from 50 percent in 2005.
- Overall member satisfaction decreased from 79 percent in 2005, to 66 percent in 2006.
- Staff will monitor progress to see whether member satisfaction rating increases in 2007.

¹ Stability as measured by the percent of respondents with the same physician since joining the plan.

Basic Plans PERS Choice 2003:

- Membership increased by 10 percent.
- Average length of enrollment in plan decreased from 4 years in 2002, to 3.5 years in 2003.
- Overall member satisfaction decreased from 57 percent in 2002, to 51 percent in 2003.
- Since 2003, PERS Choice overall member satisfaction has improved annually as member length in enrollment in plan increases.
- For 2006, PERS Choice overall member satisfaction is 56 percent and its survey respondent length of enrollment in plan is 5 years.